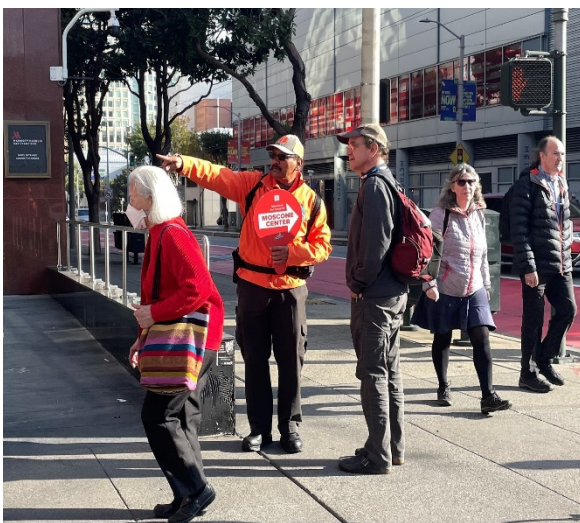


While we are optimistically looking forward to a wonderful 2024, let's first look back at the team's accomplishments for December!

While the main events of December were focused around holiday themes, the AGU conference brought approximately 28,000 attendees to the city. The SF Welcome Ambassador team were able to assist with directions as well as recommendations for local places to visit, eat and drink. There were also multiple site visits for groups in various stages of the meeting planning process. All seemed pleased with their visits, which will hopefully lead to future confirmed events. The 4th Street corridor is always busy, and we continue to have additional personnel to help assist with keeping the area safe and clean.

Among the many holiday events the Welcome Ambassadors assisted at was Winter Walk at Union Square. The team reported a busy holiday period borne out by city figures showing that from November 20 through the end of December 2023, compared to the same time last year, Union Square Park saw an 11% increase in unique daily visitors. Team members helped cover the Information booth for a few hours each day and enjoyed assisting the many visitors. Each night we had a team member cover each of the locations of Let's Glow SF for DowntownSF which was also extremely popular. Other events included the Ferry Building Holiday Open House, Yerba Buena Gardens Maker Market, The Carnival at East Cut and answering questions about the Ferris Wheel in Fisherman's Wharf. The team enjoy working at these cultural events, in various neighborhoods, getting to know locals as well as visitors, working closely with neighborhood partners, answering questions, assisting where we can and being extra eyes and ears to help everything run smoothly. Please reach out to me if you are within our coverage zone and want to let us know about upcoming events we can help with, based on schedule availability, or just spread the word to visitors.



We continue to look for new team members so if you know anyone who would be a great Welcome Ambassador, Team Lead or Special Response team member, whether full or part time, please send them our way. We are particularly looking for bilingual referrals, especially Chinese, Spanish, French and German.

If you are from a neighborhood, business or attraction that would like to introduce yourself to our team please reach out to me to see what we can arrange either by field trip or in office training. Field trips give ambassadors hands on experience and inside information that they can then pass along to the hundreds of people they meet each day during their shifts.

As a reminder our coverage zone is the area shown on this [map](#), the program operates 7 days per week and hours vary based on location and day of the week, generally between 8am to 8pm in key areas frequented by visitors and commuters.

Health and Safety Summary

Our Welcome Ambassadors all love San Francisco and want to share this passion with our visitors, chatting with people on vacation or for business and sharing tips about their favorite restaurants and places to visit. There is of course a more serious side to their role as they work closely with each area CBD, SFPD, 311 operators and 911 dispatchers as part of the network of personnel that offer support for residents and visitors alike to keep our Downtown and visitor areas clean, safe, and welcoming. This is a small sample of incidents handled last month.

- An ambassador assisted an elderly gentlemen who slipped while using a walker in the middle of a street and dropped his shopping bags.
- An ambassador gave first aid to a male who fell off his bike. He didn't need further attention.
- An ambassador assisted in a search for a missing child in Fisherman's Wharf. The child was found.
- Various ambassadors came across situations requiring urgent medical attention and called 911 for assistance.

During the month of December Welcome Ambassadors conducted 1076 welfare checks, offering assistance and resources to all the individuals they connected with.

This is a very short summary of incidents reported. In most cases Welcome Ambassadors were able to assess situations, calm people down and move them away from crowded areas. They assist thousands of visitors and convention attendees every month but these extra eyes and ears on the streets result in many incidents being resolved without the need for escalation to our partners or emergency services.

We all want to feel proud of our city and can all do our part in reporting anything negative that we see. For non-emergencies please make sure you have the 311 app on your phone to report anything such as street conditions, overflowing garbage containers as well as disturbances due to mental health issues. **If you see something, say something.**

SF Welcome Ambassador Monthly Statistics 1 – 31 December 2023

311 Call	14
911 Call	9
Attraction/Museum Info Provided	9260
Business Contact	241
Business Information Provided	4321
CBD Call	150
Collateral Provided	3360
Directions Provided	15311
Event Information Provided	843
Hospitality Escort	380
Narcan Administered	2
Photo Assistance Provided	4420
Positive Neighbor Engagement	823
Program Info Provided	86
Public Greeting	467334
Restaurant Recommendation	991
Translation Provided	78
Umbrella Escort	5
Welfare Check	1076

SF Welcome Ambassador Statistics 1 January to 31 December 2023

211 SF Call	19
311 Call	435
911 Call	114
Attraction/Museum Info Provided	112563
Business Contact	5512
Business Information Provided	52505
CBD Call	1629
Collateral Provided	48882
Directions Provided	228703
Event Information Provided	4172
Hospitality Escort	8301
Narcan Administered	8

Photo Assistance Provided	35222
Positive Neighbor Engagement	10307
Program Info Provided	1473
Public Greeting	5094471
Restaurant Recommendation	13455
Translation Provided	1565
Umbrella Escort	85
Welfare Check	17469

December's Ambassador of The Month – Raja Whitfield



About Raja:

- Where were you born?
"San Francisco, CA"
- What is your favorite hobby?
"Sports, video game, football"
- What do you enjoy most about your job?
"I enjoy giving back to my community and helping those in need"
- Do you have a local tip that you could give to visitors?
"Check out the Chase Center and Thrive City by taking the T-Line"

The Ambassador of The Month is chosen by Welcome Ambassador Team Leaders for exemplary performance and given a certificate and gift card.

In mid-December we held a well-deserved appreciation get together for the team. Thank you to many of our partners for your generous prize donations including hotel stays, restaurant gift certificates and attraction tickets. Every attendee was able to take a great prize home! Several awards were presented including our prestigious Ambassador of The Year 2023, won by Mark Zwissler. Mark attended our inaugural training class in October 2021 and has been a valued team member from day 1. Please join us in congratulating him.



Help us spread the word about the SF Welcome Ambassadors! The more exposure the program has the better! Feel free to share this update with your team members and follow San Francisco Travel on social media and like/share updates about the program:

- [Facebook](#)
- [Instagram](#)
- [LinkedIn](#)

Please send me your feedback! I continue to receive emails each month from happy visitors and locals sharing their experiences with and sometimes photos of our Welcome Ambassadors. They express their thanks for our program and often comment that other cities should be following this example. Representatives from other cities and organizations also reach out asking questions and ideas on how to start their own Welcome Ambassador Programs.

You can also post photos of ambassadors with the hashtags:

- #onlyinSF
- #ourgateisopen
- #SFwelcomesyou

Our toolkit is available with templates for your social media platforms and newsletters. We hope you will help us market and amplify this program that supports San Francisco's economic recovery. All details are here:

www.sfwelcomeambassadors.com

Also, feel free to share the SF Travel Marketing video featuring Welcome Ambassadors which reminds everyone of why they should return to San Francisco. If you haven't had a chance to see it yet, please check it out here:

<https://www.youtube.com/watch?v=WM5gyXdicow>

We hope you enjoy reading our updates and look forward to connecting and working with you in this year of The Dragon. Have a fabulous 2024.

With best wishes
Mandy